



Market Assessment of Tdap Vaccine in Bangalore City of India

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Introduction

- Tdap vaccine is Diphtheria, Tetanus and Pertusis (Acellular ,Component) Vaccine
- It is recommended and funded in pregnancy to help protect both mother and her newborn infant against pertussis (whooping cough)
- This dose should be given during weeks 28-38 of each pregnancy
- By immunising the mother in pregnancy, the baby is protected from whooping cough in two ways:
 1. By the antibodies produced by mother following immunisation and passed to baby across the placenta
 2. The mother is protected from catching whooping cough and passing it to her baby



Literature Review

➤ **Reinhard Angelmar, Pierre A. Morgon, Vaccine Marketing.20, January 2012**

antibodies by and large treat sound people, most are directed just once or in all respects inconsistently amid an actual existence time, and they incite constructive externalities, in light of the fact that immunized people lessen the danger of transmission to unvaccinated people, driving specialists to order a few immunizations.

➤ **Kalpathy Ramaiyer Subramanian , Marketing and Promotion of a Single Product in Different Regions**

One of the normal and mixed up practices is to advance an item in the entirety of its various markets consistently without making any separation as for shopper decision and standpoint. 'One size for all' does not function admirably in all advertising circumstances and markets.

Research Methodology

➤ Study Design

Descriptive Study was performed to get market insights

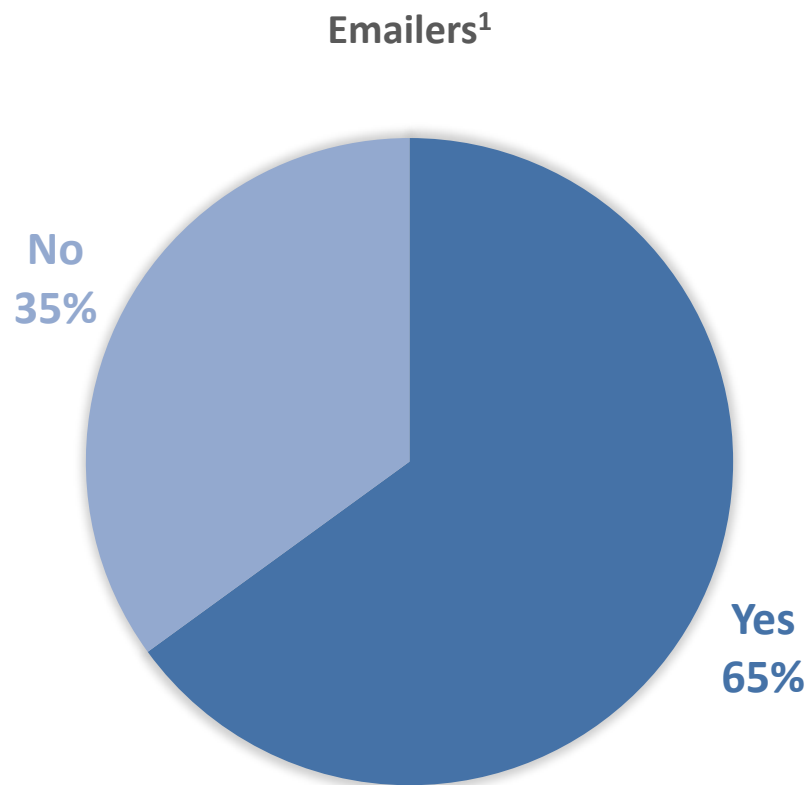
➤ Sample size

160 doctors in Bangalore city

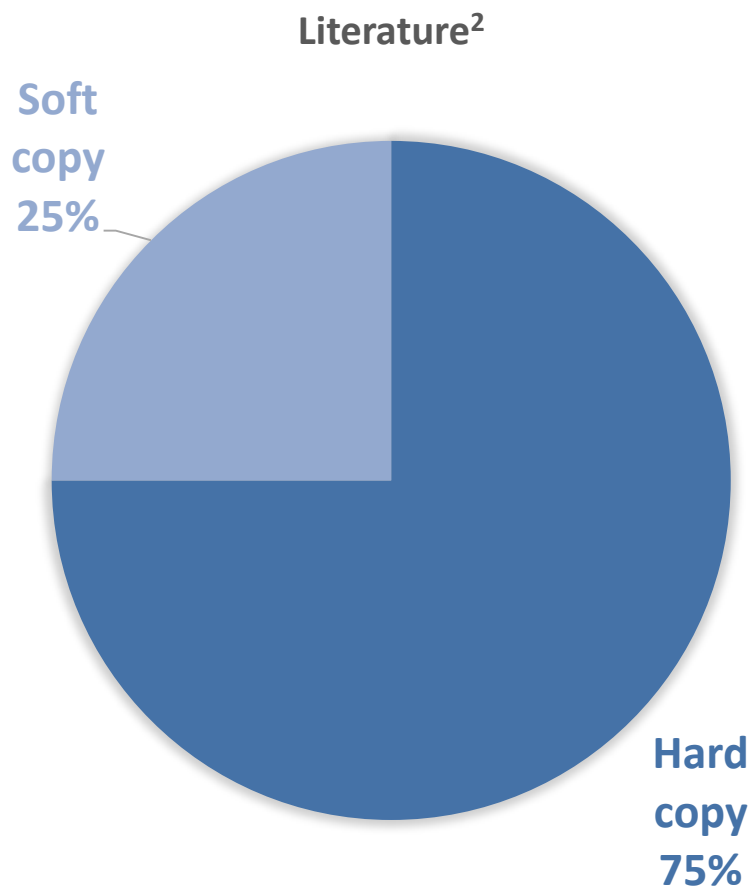
➤ Method of data collection

Primary and secondary data

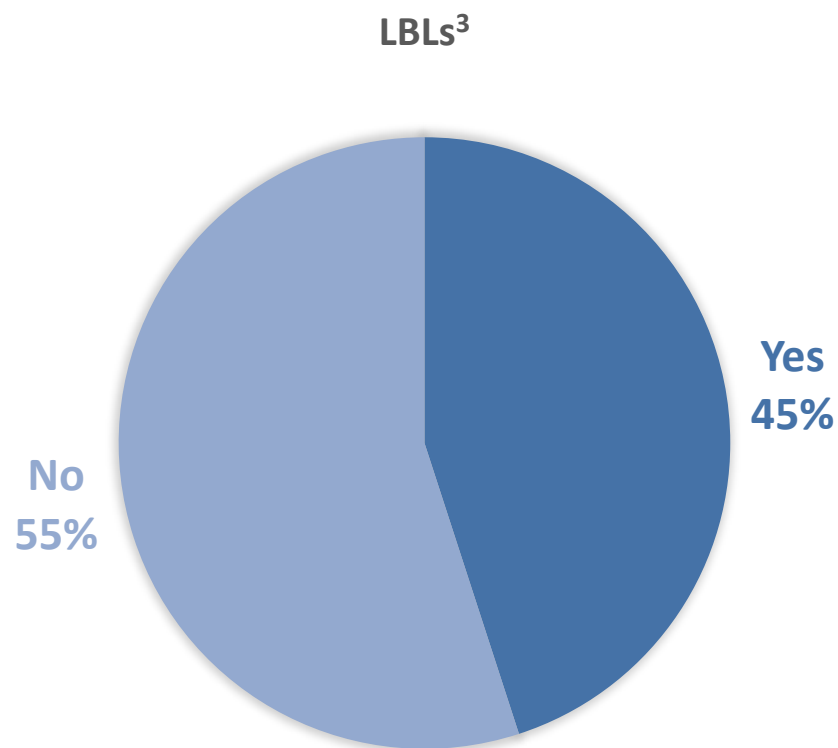
Do you find the data shared via emailers relevant and useful?



How do you find the literature more convenient ?



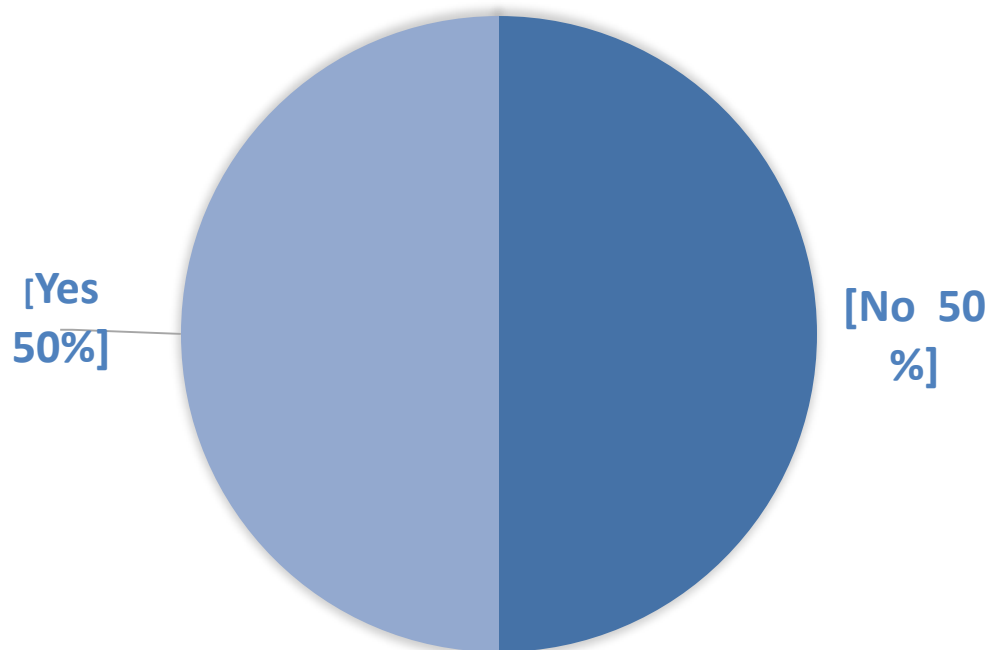
Do you find the LBLs useful ?



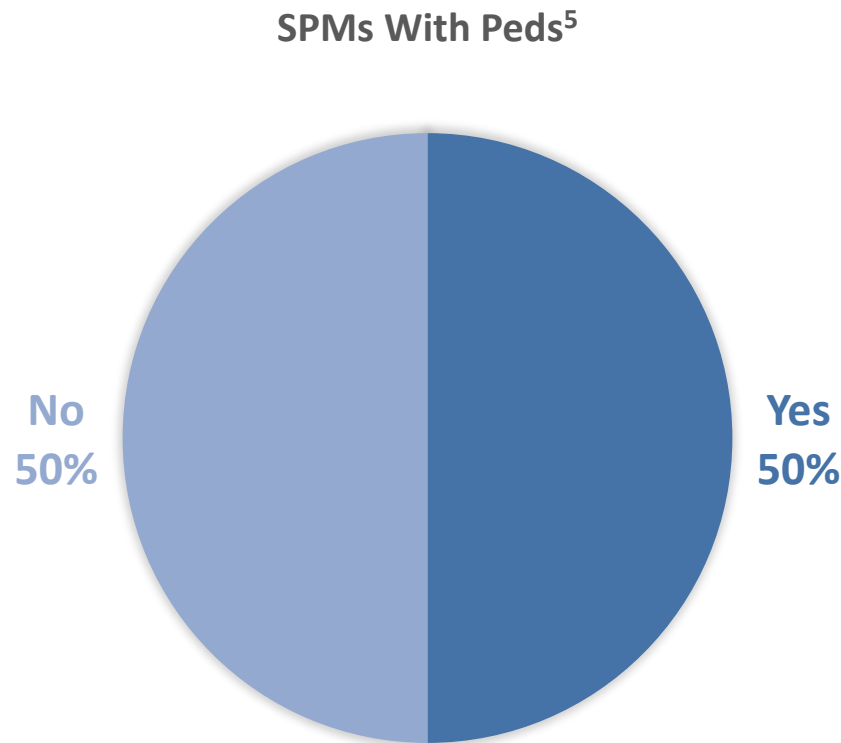


Does this KOL video on the need of Tdap vaccine give you confidence in recommending this vaccine?

KOL Videos⁴



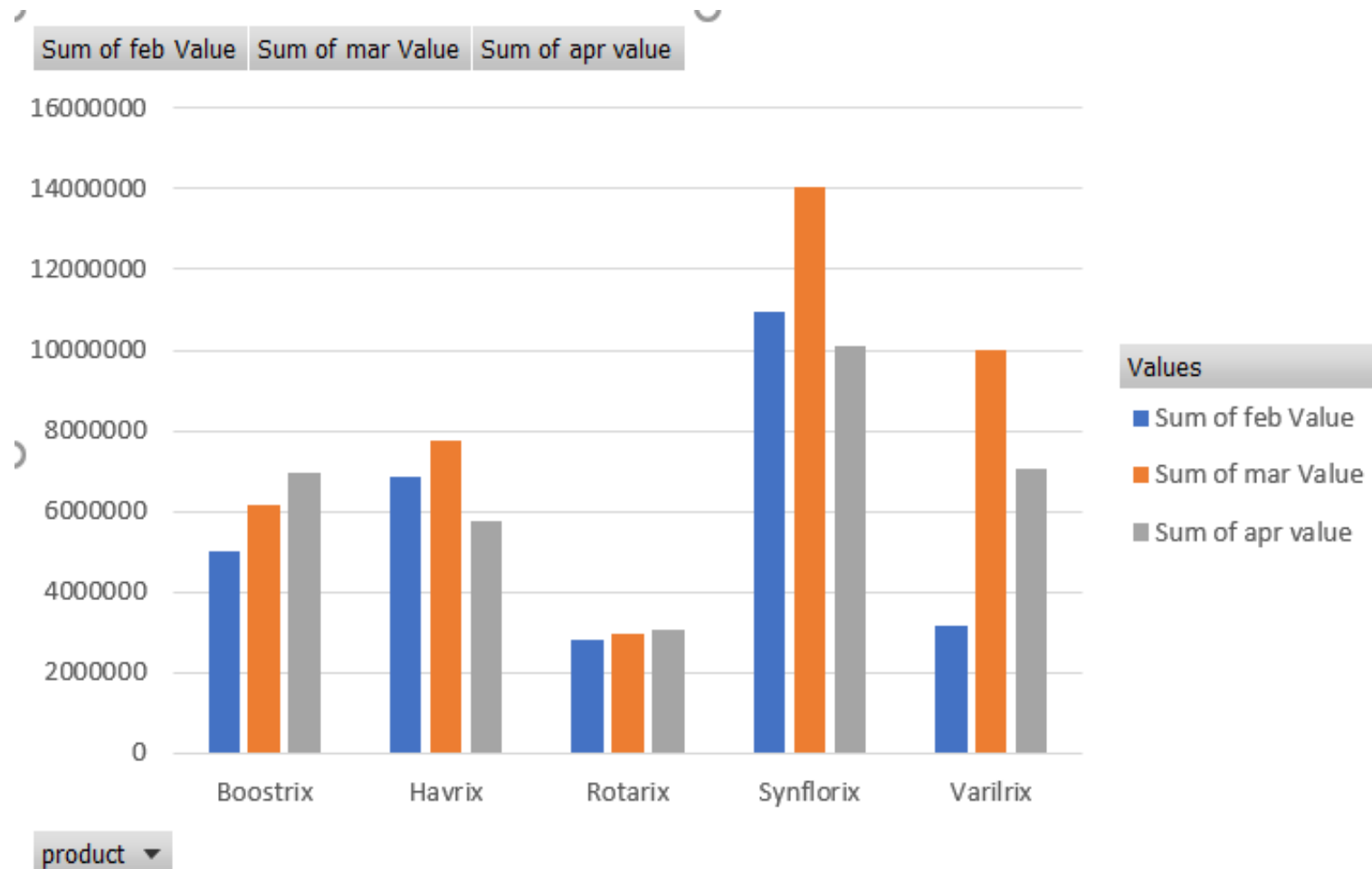
Do you believe that SPMs conducted along with the pediatricians add more value to the discussion and helps in understanding the need of this vaccine in gynae practice?



Parameters	Insights from HCPs	Recommendations
Emailers	Concise communication through emailers was appreciated by majority	Inclusion of salient points of literatures in the emailers
Literature	Majority of the HCPs in favour of hard copies	- Copies marked with salient points would be helpful in convincing the non-users / new users - Providing literature to non/new users
LBLs	Clients go by HCP's words	Promotional materials could be provided which could be used during counselling
KOL videos	- Local speakers were valued - Considered a promotional element	Videos could be made more concise
SPMs with Pediatricians	Gynecologists opinions are given more preference	The number of gynecologists should be higher in the SPMs



Sales wise analysis of different products in Febuary ,March and April

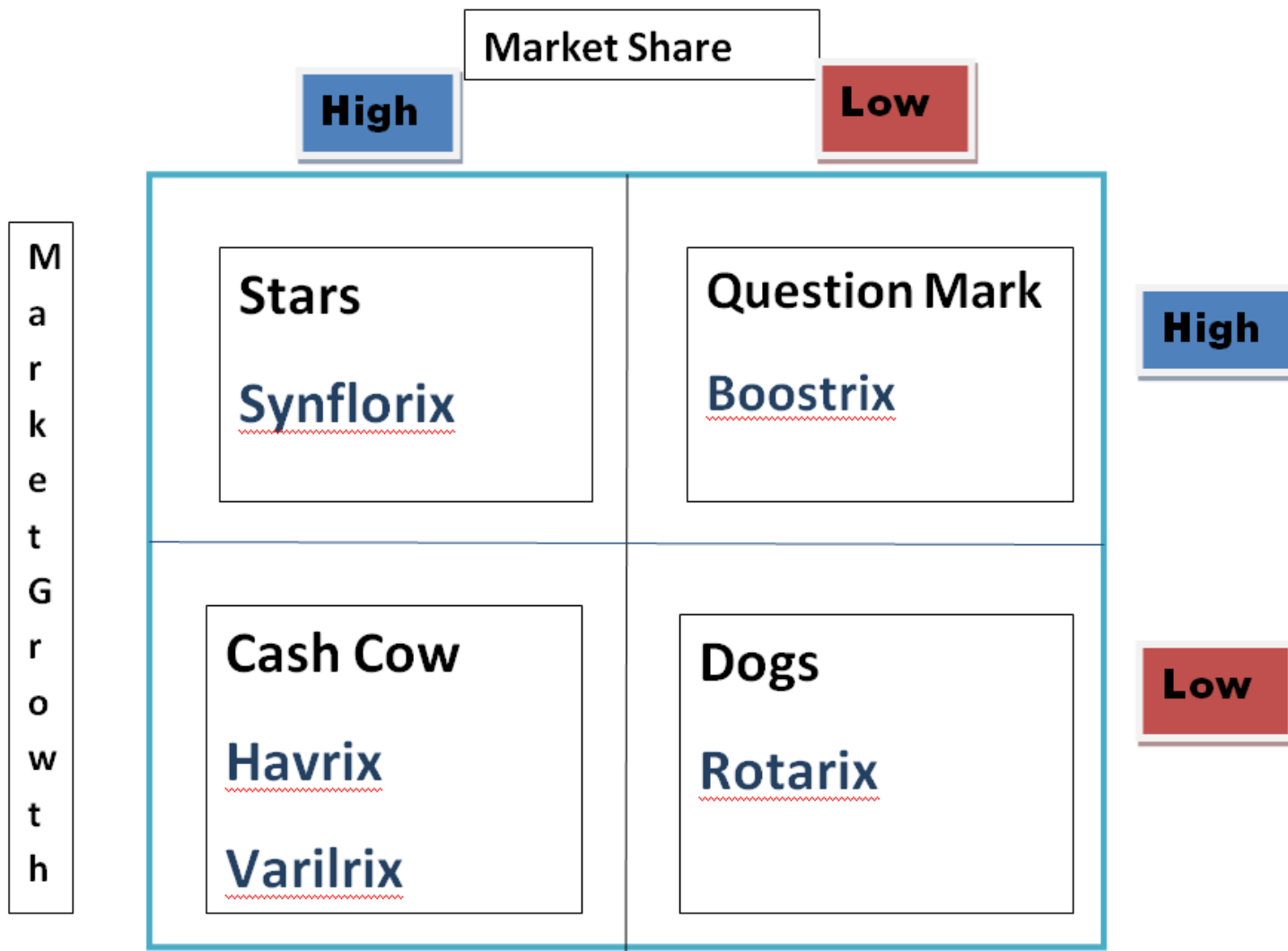


Product	Insights	Recommendations
Boostrix	•It has been increasing every month as more number of SPMs are conducted and due to 10+1 scheme. •More number of non user conversion	•To continue expanding the usage from current users and focus on converting Non-users in region •Ensure addressing of pertussis burden in India. •Show a greater number of videos and send 1: 1 emailer.
Havrix	•It is a well-established product. •It got increased in march due to scheme and came to its plateau in April.	•It is to retain the current users and expand the usage.



Product	Insights	Recommendations
Rotarix	•All the months sale is average because more and more doctors are prescribing Rotateq which is a competitor brand.	•Retention of the current users and focus on explaining that it gives earliest protection and have proper effectiveness data and do more SPMs to clear doubts.
Synflorix	•Increase in the march month then slightly decrease in April to attain plateau.	•To increase users and convert Prevenar users on Price .
Varilrix	•Gained its highest peak then attained to average in April.	•Send more emails and do SPMs and withstand the current users.

BCG Matrix



Reference

- Data is procured from official sources, references are protected as per company policies.
- Services, i. (2018, april 4). *Market Research Analysis Techniques: Uses & Benefits*. Retrieved 05 05, 2019, from <https://www.iresearchservices.com/market-research-analysis-techniques-uses-benefits/>

